

## ORDER



**Orders**  
**Order / Rev:** 351716  
**Alt Order #:** 06846701  
**Product Desc:** BARACK OBAMA  
**Estimate:** 1671  
**Flight Dates:** 08/25/12 - 08/30/12  
**Original Date / Rev:** 08/24/12 / 08/24/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PL Presidential  
**Priority:** P-03  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$3,375.00	\$2,868.75
08/27/12	08/30/12	22	\$14,550.00	\$12,367.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$3,375.00	\$2,868.75	0.00
September 2012	22	\$14,550.00	\$12,367.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$17,925.00</b>	<b>\$15,236.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KTNV - Las Vegas	31%	\$17,925.00
Market	100%	\$57,822.58

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	7%	\$4,047.58
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	32%	\$18,503.23
KTUD	2%	\$1,156.45
KVMY	3%	\$1,734.68
KVVU	23%	\$13,299.19
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,156.45

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 351716  
 Alt Order #: 06846701  
 Flight Dates: 08/25/12 - 08/30/12

Advertiser: Obama for America  
 Product Desc: BARACK OBAMA  
 Estimate: 1671

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	08/25/12	08/25/12	Sat 5a News Sat 5a-6a News	CM	Sat 5a-6a News - - - - - S-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
ACTN NWS SA@5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S-				1	\$150.00		0.00			
2	KTNV	08/25/12	08/25/12	Sat 6a Sat 6a-7a	CM	Sat 6a-7a - - - - - S-	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
ACTN NWS SA@6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S-				1	\$350.00		0.00			
3	KTNV	08/26/12	08/26/12	Sun 5a News Sun 5a-6a News	CM	Sun 5a-6a News - - - - - S	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
ACTN NWS SU@5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S				1	\$150.00		0.00			
4	KTNV	08/26/12	08/26/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a - - - - - S	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
ACTN NWS SU@6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S				1	\$350.00		0.00			
5	KTNV	08/27/12	08/30/12	M-F 7-9a Good Morning America	CM	M-F 7-9a MTWT - - -	:30	1	\$400.00	P-03	0.00	NM	1	\$400.00
GD MRN AMR-ABC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				1	\$400.00		0.00			
6	KTNV	08/25/12	08/25/12	Sat 8a Sat 8a-9a	CM	Sat 8a-9a - - - - - S-	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
ACTN NWS SA@8A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S-				1	\$350.00		0.00			
7	KTNV	08/26/12	08/26/12	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA - - - - - S	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
GD MRN-SUN-ABC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- - - - - S				1	\$350.00		0.00			
E 8	KTNV	08/27/12	08/30/12	Morning Blend 9a Morning Blend 9a-10a	CM	M-F 9a-10a MTWT - - -	:30	2	\$150.00	P-03	0.00	NM	2	\$300.00
MORNING BLEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				2	\$150.00		0.00			
9	KTNV	08/27/12	08/30/12	M-F 10-11a The View	CM	M-F 10-11a MTWT - - -	:30	2	\$450.00	P-03	0.00	NM	2	\$900.00
VIEW-ABC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				2	\$450.00		0.00			
10	KTNV	08/27/12	08/30/12	M-F 11-12p Action News	CM	M-F 11-12p MTWT - - - (11:00 AM-12:00 PM)	:30	2	\$300.00	P-03	0.00	NM	2	\$600.00
ACTN NEWS@11AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				2	\$300.00		0.00			
11	KTNV	08/27/12	08/30/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p MTWT - - -	:30	2	\$300.00	P-03	0.00	NM	2	\$600.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				2	\$300.00		0.00			
12	KTNV	08/27/12	08/30/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MTWT - - -	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT - - -				2	\$200.00		0.00			
13	KTNV	08/27/12	08/30/12		CM	M-F 330PM-4P MTWT - - -	:30	2	\$225.00	P-03	0.00	NM	2	\$450.00

**KTNV - Las Vegas**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				330PM ACTION NEWS											
				330pm Action News											
				ACTION NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---		2			\$225.00		0.00				
E 14	KTNV	08/27/12	08/30/12	Judge Judy 4p-5p	CM	M-F 4P-5P	MTWT---	:30	2	\$250.00	P-03	0.00	NM	2	\$500.00
				Judge Judy 4p-5p											
				JUDGE JUDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---		2			\$250.00		0.00				
E 15	KTNV	08/27/12	08/30/12	7p-730p M-F	CM	7p-730p	MTWT---	:30	2	\$350.00	P-03	0.00	NM	2	\$700.00
				7p Access Hollywood											
				ACCESS HOLLYWD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---		2			\$350.00		0.00				
16	KTNV	08/27/12	08/30/12	M-F 7:30-8p	CM	M-F 730-8p	MTWT---	:30	2	\$350.00	P-03	0.00	NM	2	\$700.00
				Millionaire											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---		2			\$350.00		0.00				
E 17	KTNV	08/27/12	08/27/12	Monday ABC Prime Oth	CM	bach pad	M-----	:30	1	\$3,500.00	P-03	0.00	NM	1	\$3,500.00
				bach pad		(8:00 PM-10:00 PM)									
				BACEHLOR PAD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----		1			\$3,500.00		0.00				
E 18	KTNV	08/29/12	08/29/12	Wed ABC Prime C	CM	duets	--W----	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
				duets											
				DUETS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----		1			\$3,000.00		0.00				
E 19	KTNV	08/30/12	08/30/12	Thu ABC Prime A	CM	wipeout	---T---	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
				wipeout											
				WIPEOUT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	---T---		1			\$2,500.00		0.00				
E 20	KTNV	08/26/12	08/26/12	Sun ABC Prime A	CM	afhv	-----S	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
				afhv											
				AFHV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$1,500.00		0.00				
21	KTNV	08/26/12	08/26/12	Sun 1135-1235x Grey's	CM	Sun 1135-1235x	-----S	:30	1	\$175.00	P-03	0.00	NM	1	\$175.00
				Grey's Anatomy											
				CASTLE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S		1			\$175.00		0.00				
													Totals	30	\$17,925.00